

OVERSEAS VISITORS TO ARIZONA FROM GERMANY SUMMARY - 2005*

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Visitation	78,000	ADVANCE TRIP PLANNING		Phoenix	36.7%
DEMOGRAPHICS		Avg. Advance Trip Decision 135.6 days		Grand Canyon NP	36.2%
AGE (years)		Avg. Advance Air Reservation: 91.9 days		Tucson	9.7%
Male Average	45.1 years	Use of Pre-Booked Lodging 64.0%		Glen Canyon NP	2.2%
Female Average	39.3 years	USE OF PACKAGES		OTHER DESTINATIONS VISITED	
HOUSEHOLD INCOME		YES	19.6%	# of States Visited	3.2
Average HH Income	\$89,400	Air/Lodging	14.5%	# of Destinations Visited	4.9
< \$40,000	16.4%	Guided Tour	12.9%	California	63.5%
\$40,000 - \$79,999	34.4%	Air/Lodging/Tour	11.4%	Los Angeles	45.4%
\$80,000 - \$119,999	28.6%	Air/Lodging/Bus	8.1%	San Francisco	43.9%
\$120,000+	20.6%	Air/Lodging/Bus/Tour	8.1%	San Diego	13.2%
PARTY COMPOSITION		Air/Rental Car	4.2%	Yosemite N.P.	9.4%
Avg. Travel Party (mean)	1.5	Air/Lodging/Rental Car	2.3%	Nevada	62.4%
Traveling Alone	45.1%	INFORMATION SOURCES		Las Vegas	62.0%
Spouse	24.2%	Personal Computer	41.0%	Utah	32.8%
Family/Relatives	23.5%	State/City Travel Office	36.2%	Bryce Canyon N.P.	12.5%
Friends	13.8%	Travel Agency	33.2%	Zion N.P.	4.4%
Group Tour	2.9%	Travel Guides	26.1%	Monument Valley N.P.	4.1%
Business Associates	2.5%	Friends/Relatives	24.6%	Salt Lake City	1.1%
Adults Only	95.0%	Airlines Directly	18.4%	New York	11.9%
Adults and Children	5.0%	Tour Company	13.9%	New Mexico	7.3%
GENDER		Other	10.0%	Colorado	5.8%
Male	65.4%	Corporate Travel Dept.	7.9%	Washington, DC	5.3%
Female	34.6%	Newspapers/Magazines	5.1%	Florida	4.5%
FREQUENT TRAVELERS		TV/Radio	2.9%	Texas	4.4%
Repeat Visitor to the U.S.	65.9%	ACCOMMODATIONS		LEISURE ACTIVITIES	
U.S. Trips last 12 Months	1.6	Hotel/Motel	70.2%	Dining in Restaurants	83.0%
U.S. Trips last 5 Years	4.7	Private Home	26.4%	Shopping	80.8%
1 Trip	45.8%	Other	13.8%	Visit National Parks	75.3%
2 - 5 Trips	33.9%	TRANSPORTATION IN U.S.		Visit Historical Places	62.1%
6+ Trips	20.4%	Rented Auto	55.2%	Touring Countryside	59.1%
PORT OF ENTRY		Company or Private Auto	29.5%	Visit Small Towns	47.6%
Los Angeles	30.9%	Airlines in U.S.	27.3%	Cultural Heritage Sites	47.0%
Other Ports	22.7%	Taxi/Cab/Limousine	20.2%	Sightseeing in Cities	44.3%
Chicago	12.9%	City Subway/Tram/Bus	16.6%	Amusement/Theme Parks	40.2%
San Francisco	9.4%	Motor Home/Camper	5.3%	Visit Native Am. Comm.	35.4%
Atlanta	6.5%	LENGTH OF STAY		Casinos/Gambling	32.4%
Washington DC	5.7%	# of Nights in AZ (mean)	5.5 nights	Art Gallery/Museum	27.8%
Cincinnati	3.4%	# of Nights in U.S. (mean)	26.8 nights	Guided Tours	26.2%
New York	2.7%	PURPOSE/ACTIVITIES		Camping/Hiking	21.4%
Orlando	1.7%	MAIN PURPOSE OF TRIP		Water Sports/Sunbathing	19.6%
Dallas/Ft Worth	1.4%	Leisure & VFR	78.8%	Concert/Play/Musical	18.1%
		Leisure/Rec./Holidays	63.1%	Nightclubs/Dancing	10.5%
		Visit Friends/Relatives	15.1%	Attend Sports Event	8.6%
		Other	0.6%	Ethnic Heritage Sites	6.9%
		Business and Convention	21.2%	Golfing/Tennis	6.1%
		Business/Professional	18.0%	Environ./Eco Excursions	3.1%
		Convention/Conference	1.1%	Cruises	1.9%
		Study/Teaching	2.1%	Hunting/Fishing	1.4%
				Ranch Vacations	1.4%
				Snow Skiing	0.8%

*Data Sample was aggregated from years
2003-2005

Source: US Department of Commerce